

MINUTES ADOPTED BY CITY COUNCIL

Greenville, NC
February 20, 2006

The Greenville City Council met in a regular meeting on the above date at 6:00 PM in the City Council Chambers, third floor of the Municipal Building, with Mayor Robert D. Parrott presiding. The meeting was called to order, followed by the invocation by Council Member Glover and the pledge of allegiance to the flag. The following were present.

Mayor Robert D. Parrott
Mayor Pro-Tem Mildred A. Council
Council Member Ray Craft
Council Member Pat Dunn
Council Member Rose H. Glover
Council Member Chip Little
Council Member Larry Spell
Wayne Bowers, City Manager
Patricia A. Sugg, Deputy City Clerk
David A. Holec, City Attorney

APPROVAL OF AGENDA

Motion was made by Council Member Dunn and seconded by Council Member Spell to approve the agenda as presented. Motion carried unanimously.

AGREEMENT WITH THE NORTH CAROLINA HIGH SCHOOL ATHLETIC ASSOCIATION (NCHSAA) FOR EASTERN REGIONAL BASKETBALL TOURNAMENT - APPROVED

City Manager Bowers informed the Council that the Eastern Regional Basketball Tournament had been conducted in Greenville for several years; however, the agreement in the past was with the Pitt County Chamber of Commerce, East Carolina University and Pitt County Schools. This year, in an effort to streamline the process, the contract is proposed to be between the City of Greenville and the North Carolina High School Athletic Association. The City was unsuccessful in renewing a contract for the football and baseball tournaments. The North Carolina High School Athletic Association has gone full speed ahead to put this tournament together starting on February 28, 2006. The financial impact is approximately \$45,000, and the City has a commitment of \$35,000 from University Health Systems, the primary sponsor, and \$10,000 from the Convention and Visitors Bureau. This should cover all the direct cost that the City has committed. Based on prior discussions, City staff recommends approval of the agreement.

Motion was made by Council Member Craft and seconded by Council Member Dunn to approve the agreement with the North Carolina High School Athletic Association for the Eastern Regional Basketball Tournament. Motion carried unanimously. (Contract No. 1336B)

PREVIEW OF WEST GREENVILLE REDEVELOPMENT PLAN

Mr. Merrill Flood, Director of Community Development, informed the Council that in 2002 the City Council approved an ordinance for the creation of the Redevelopment Commission, which subsequently was also approved by the State in June of 2002. The City Council, at that time, thought there was a need to look at older areas in the City and find ways to ensure that the areas remained viable and were improved to reflect the goals of the Council. The Greenville City Council appointed members of the Redevelopment Commission in November of 2002, and their first meeting was held in December 2002. In November of 2003, the Redevelopment Commission selected and hired a consultant firm to prepare the Redevelopment Plan. The Redevelopment Plan was to focus on the downtown and West Greenville areas. A contract was signed and from January 2004 until April 2005 several meetings were held and the plan was developed. In March of 2005, the Redevelopment Commission held its first public hearing on the Redevelopment Plan and recommended approval of the plan. The Planning and Zoning Commission received the plan in June of 2005 and instructed City staff to receive additional input from the community, because there were concerns regarding the provisions of the plan and what was called for in the West Greenville area. From July to October 2005 there were small group meetings with the West Greenville Focus Group, other business owners and leaders in the community to get a sense of what the concerns were and how the Redevelopment Plan could be modified to address those concerns. In November of 2005, the staff held a meeting in the West Greenville community at Mount Calvary Free Will Baptist Church to gain additional input into the Redevelopment Plan and to see if there were additional changes that needed to be made to the Plan. In December of 2005, the Redevelopment Commission voted to delay the Redevelopment Plan because of additional concerns from the West Greenville Focus Group that needed to be addressed. In January of 2006, the Redevelopment Commission adopted the Redevelopment Plan with changes as recommended by the West Greenville Community Group.

Mr. Carl Rees, Senior Planner, stated that the Redevelopment Plan is about making West Greenville as great of a community as possible for its residents. The Plan is very much about places and people and the key place both historically and in the future of West Greenville will be Martin Luther King, Jr. Drive and Albemarle Avenue. A lot of conversation with West Greenville residents went into what these two corridors should be and it was decided that Martin Luther King, Jr. Drive should primarily be a residential corridor including some mixed use such as a bookshop, an attorney's office or restaurant. Albemarle Avenue was a vibrant commercial street in the 1950's, but over the years has fallen into some disrepair. Through the efforts of the Redevelopment Plan it is hoped to bring Albemarle Avenue back to a thriving commercial corridor with mixed uses, but with more commercial. Mr. Rees referred to the historic Roxy Theatre located on Albemarle Avenue and stated that it will be important to maintain the structure and, if possible, revitalize the structure to bring activity to the location. Also, the proposed zoning that is included in the Redevelopment Plan will allow for residential to be placed in the Albemarle Avenue area. There are also a number of warehouses in the Albemarle Avenue area and through an adaptive reuse process the warehouses can be changed and used for commercial or residential. City staff is hoping to use the warehouses as an asset as the corridor is revitalized.

Mr. Rees informed the Council that after a great deal of discussion with the citizens in West Greenville, it became apparent that the citizens desired to have mixed use as opposed to strictly

residential along the corridor. Staff has come up with a zoning plan that when moving closer to Memorial Drive, to the west, the area is residential but when moving more to the heart of Martin Luther King, Jr. Drive, it becomes a mixed use through office residential zoning. This will allow for multi-family development, various light commercial activities, and will protect or maintain a number of historic or important businesses along Martin Luther King, Jr. Drive, such as a funeral home, certain non-profit entities, and would also protect the area from uses that might not be appropriate in the middle of a residential neighborhood. The density decreases with R6 when nearing either side of Martin Luther King, Jr. Drive, which would still allow for some multi-family or duplexes. Staff has tried to protect the core of West Greenville, which is primarily single-family residential, through R6S zoning.

The West Greenville Community has expressed to staff the importance of diversity in the types of homes that would be made available through the Redevelopment Plan. The plan indicates that there should be assisted living facilities for the elderly and handicapped and adaptive reuse of existing structures such as warehouses. There should also be other ways of making housing more affordable such as land trust and rent to own scenarios. Mr. Rees informed the Council that West Greenville homeownership is around 20% or less, and staff believes a reasonable goal for this plan is to bring ownership up to 50%. There are four houses that have already been constructed in West Greenville through the City's Community Development Block Grant Programs that can serve as models to build additional homes. Homeownership will be an important component to the Redevelopment Plan.

Mr. Rees explained the "Big House Plan" to Council Members. The plan is ideal in a residential area such as West Greenville where the architectural pattern is already established. Multi-family structures that look like large single-family homes are scattered throughout the area mixing multi-family in and around single-family housing without having something that looks very different than the single-family houses in the area. Also, another way to get quality affordable multi-family housing is through new construction.

Mr. Rees informed the Council that there is a historic Tobacco District within the West Greenville Redevelopment area and delineated a picture of an abandoned warehouse in Kinston, that was remodeled using a variety of tax credits and turned into affordable New York loft style apartments with affordable rents and energy efficiency with residents paying \$40 a month for utilities. These apartments range from 800 to 1,200 square feet. There are developers who are interested in exploring this option in Greenville.

Mr. Rees explained that when there are transportation projects such as the Tenth Street Connector, there are always possibilities that some people might need to be displaced. One of the things that were heard from residents in West Greenville is if the transportation project came through then they might like to stay in West Greenville. Staff built into the Plan the potential that something like that could take place through new housing construction.

The Redevelopment consultants have pointed out that people cannot afford new housing unless they have jobs or there are jobs nearby. Small business and employment creation is very important and staff will look at doing this through a number of means, such as small business incubator, small business loan pool with local lenders, business plan competition, facade grant program, business relocation revolving loan fund, start-up training for small businesses, land

assembly and disposition at favorable terms (putting tracts of land together and making them available for businesses to come in and invest), work force preparatory training, GED classes, and provisions of accessible day care.

Mr. Rees informed the Council that some of the things that are important to implementing the Revitalization plan are as follows:

1. Determine your needs (What you want).
2. Know the needs of the Community.
3. Determine the priorities.
4. Develop an implementation strategy.
5. Determine how to get commitments from banks, government, and individuals.
6. Develop a project team.
7. Complete one major project.

Mr. Rees stated that the Sadie Saulter School site is zoned Office and Residential, which would be an appropriate zoning classification for a school and would allow for a number of existing offices and businesses to remain in the area as well. Having a quality, pleasing and safe community school in the middle of West Greenville will be very important to the continued development of West Greenville. Mr. Rees pointed out that the Revitalization Plan states that the City of Greenville and the Pitt County Board of Education will work cooperatively with plans to expand Sadie Saulter Elementary School. The costs of the expansion will be the responsibility of the Pitt County Board of Education.

Mr. Rees informed the Council that other important projects that needed to be carried out were acquiring property for new housing of various types and bringing in new businesses to the area. Some zoning would need to be changed and could serve as a tool to protect single-family investment and to lure in development. Areas that are not currently suitable for business can be rezoned to a zoning pattern that promotes business or commercial development attracting investors to come into the area. The promotion of Social Services in neighborhoods is another need that staff heard from the citizens of West Greenville. Staff also feels that it is important that there be parks and green space within West Greenville.

Concerns expressed and questions/answers given during this period include:

- Will Pitt Community College be involved in the GED classes in the neighborhood?
(RESPONSE: The model that was seen in Roanoke, Virginia is a structure that one can go into the first floor of the building to earn a GED, go in the second floor of the building to earn a 2 year degree and to the 3rd floor to earn a 4 year degree. If staff could come up with a model of this type within the West Greenville Redevelopment Area it could offer a broad array of services, and the City would have a better chance of luring in Pitt Community College, East Carolina Small Business and Technology Center or someone else to come in and provide these types of services in West Greenville. More than \$500,000 has been earmarked to help with development financing.)

- If someone's home has to be taken, they would be given the fair market value. In some cases the fair market value may not be adequate to find a replacement in their price range. How would this be addressed?

(RESPONSE: The possibility does exist that eminent domain could come into play, and if it does, it might be to acquire an owner occupied home. This would not be likely because West Greenville is at 20% or less in homeownership in the project area and it would be counterproductive to purchase single-family owner occupied homes. This could be a possibility with the Tenth Street Connector Project, but it is not something that falls within the Redevelopment Plan. There may be some cases where rental houses are purchased, and in those cases the renters are provided with a rental differential. There are also provisions within the Uniform Relocation Act, which is Federal Legislation that will be followed for homeownership situations as well. Mr. Rees informed the City Council that payments are made for moving expenses and for differentials, but nothing that makes up for the disruption that someone might have. Financially the laws are set so people are made whole. Citizens will be paid for what it costs to get into something comparable in all measurable ways to what they were in before.)

- Some of the people do not want to leave their community because that is all they know. If there is 50% rental and 50% homeownership and 25 to 50 residents are misplaced in the project, then that would not be fair for the citizens. There needs to be better answers when talking to the communities about acquisitions because this is their whole life, their homes, they have worked, retired and had no intentions of ever building another home. These people planned to stay there and die there. Everyone needs to be very sensitive with the community and have someone that knows how to deal with diverse people.

(RESPONSE: Staff is working on that and continues to be sensitive. Through the actions to implement the Redevelopment Plan, it would be a very rare case that a single homeowner was dislocated. There will be more vacant structures that are either remodeled or taken down and the building of new homes for homeowners. Through the process, there could be some rental displacement or relocation, and that is where the diversity of housing options come in. The best thing in terms of the transportation project is that the community has the opportunity to be very involved. There is a committee made up of community members and there have been numerous forums. The actual public involvement process is many months long, and everyone should come to the forums to help guide the process. Involvement can empower people to set their own destiny in this neighborhood.)

- There are a lot of houses on Farmville Boulevard that will be torn down because of the State Highway Project. It should be an option given to people that the State move their homes to another location within the West Greenville Area if that is where they would like to stay.

(RESPONSE: Mr. Rees replied that he could not speak for the State of North Carolina. The Public Works Department staff is working on the project with the consulting firm and is trying to figure out a way not to dislocate people.)

- As large as Greenville is there should be more banks involved in what is happening, because the Community Reinvestment Act says that the banks should invest in the community. Does staff know if the banks have reinvested in the community? This really needs to be looked at, and staff needs to start asking the banks for their community reinvestment papers, showing what has been invested in the community. Have the banks really invested in the low income

and the poor parts of the community? The banks should be called on to make sure they are doing what they need to do because they have the money and they should be putting that money in some of the poor communities and not redlining the communities. The ordinances need to be revisited and looked at to make sure everything is working together.

(RESONSE: Mr. Rees replied that staff has met with a number of the larger financial institutions and will move on to the mid-size and some of the smaller community banks. The large institutions have been very interested in getting involved with redevelopment in Greenville and assisting the City. The way that banks have attempted to meet their Community Reinvestment Act requirements have changed. It used to be more of a small loan type of process to individuals, but now banks tend to pool their funds and do larger development projects. Mr. Rees stated that he thought there would be an opportunity to access some of the funds and have banks as equity partners and also as selling credits.)

Mayor Pro-Tem Council stated that she was concerned and wanted to make sure that the business development materialized. Mayor Pro-Tem Council further stated that she hoped the Redevelopment Plan would be a successful project and reminded everyone that this is a long-term process and will not occur over night.

Mayor Parrott stated that he felt the City could not make a business successful long term, but could provide the opportunities for a business within the community. The success of the long-term possibilities of any business is the community and the City. The businesses have to be supported on Albemarle Avenue and Martin Luther King, Jr. Drive if the businesses are going to be successful, and that is not just the West Greenville Community. For the businesses to be successful the business owners have got to have the opportunity to get the education to run the businesses and that will be provided through the incubator system. It is important for Greenville as a community to support these businesses, because if the businesses are not supported, then they are not going to survive long term. The businesses might survive for a year or two years, but the longevity of these businesses being successful is up to the community to support them and make them a healthy situation because that is going to add to the viability of the community as well. Mayor Parrott complimented Mr. Rees and the staff for their efforts.

Council Member Dunn thanked the staff and the Redevelopment Commission for all the work they had done.

CITY MANAGER'S REPORT

City Manager Bowers stated that it was appropriate that the Redevelopment Program was considered tonight because it is also the last meeting night for the City's Deputy City Manager Bill Richardson. Deputy City Manager Richardson is retiring with 30 years of local government experience and has been with the City of Greenville for over four years. City Manager Bowers further stated that as a new City Manager, he depended upon Deputy City Manager Richardson and his wise counsel. Deputy City Manager Richardson has been in the business for a long time and knows the Greenville community and is dedicated to the Greenville community. City Manager Bowers informed the Council that Deputy City Manager Richardson is one of the most positive people he had ever been around and always kept everyone on the positive side of every issue. Also, Deputy City Manager Richardson is willing to take on any assignment and never complains. His personal stamp is on all the issues that are within his purview, and he has done

an outstanding job. The City will officially recognize Deputy City Manager Richardson's contributions to the City of Greenville on February 28th from 4:00-6:00 PM at the Starlight Café.

Mayor Parrott stated that Deputy City Manager Richardson is a true professional and he had enjoyed working with him over the last few years. Deputy City Manager Richardson's attitude in working with the Mayor and other Council Members as well as the staff has been beyond reproach. The Mayor thanked Deputy City Manager Richardson for what he had done for the City of Greenville and stated that Deputy City Manager Richardson had set an example for everyone to follow.

Council Member Dunn stated that Deputy City Manager Richardson had done an outstanding job and agreed that he is a very positive person. Council Member Dunn further stated that she had always felt free to say exactly what she wanted to with Deputy City Manager Richardson and she would miss him and wished him well.

Council Member Spell stated that when he began his service with the City on the Community Appearance Commission, Deputy City Manager Richardson was one of the first staff people he met and instantly felt very comfortable with him. Council Member Spell further stated that Deputy City Manager Richardson helped him get started as a Council Member and is sorry to see him go.

Deputy City Manager Richardson stated that it had been a pleasure to work for this great City these past four years. Deputy City Manager Richardson informed the Council that he did an internship with the City in 1969, and in many ways began his public career with the City of Greenville when he was a student at East Carolina University, and 30 years later he is now finishing his public service with this great City. Deputy City Manager Richardson further stated that it had been a joy working for the City of Greenville, and he hoped he had helped move the community forward.

COMMENTS FROM MAYOR AND CITY COUNCIL MEMBERS

Council Member Craft stated that he had received a letter thanking Ed Lynch, Sylvia Brown and Neighborhood Services' staff regarding a neighborhood problem. Council Member Craft further stated that it had been a pleasure working with Deputy City Manager Richardson, and he was truly a gentleman and a professional.

Council Member Dunn stated that she was going to miss Deputy City Manager Richardson.

Council Member Glover commented upon Deputy City Manager Richardson and his good nature and his willingness to work with Council for the betterment of the community. Council Member Glover reminded everyone that on February 27th at 7:00 PM there would be a forum for the Martin Luther King Street naming, and the guest speaker will be a professor from ECU that has done extensive studies nationally all over the Country about Martin Luther King Street naming. Council Member Glover urged everyone to come to the meeting at the Willis Building. Another meeting is planned for March 27th at the Eppes Recreation Center. Council Member Glover stated that it was very important that everyone in the City get involved in the naming of the street so that all sides are happy with whatever the outcome is.

City Manager Bowers recognized members of this year's Chamber Leadership Class that were present at the meeting and stated that he was glad they were with them and reminded the Council that Wednesday, February 22 is Local Government Day for the leadership class. The Chamber staff has invited all the local elected officials, County, City and State Legislation delegation for a breakfast with the leadership class on Wednesday, February 22, 2006 at 8:15 a.m. at the County Administration Building in the County Commission Board Room.

CLOSED SESSION

Motion was made by Council Member Spell and seconded by Council Member Craft to go into closed session to establish or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the price and other material terms of a contract or proposed contract for the acquisition of terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease. Motion carried unanimously.

OPEN SESSION

Motion was made by Council Member Dunn and seconded by Council Member Little to return to open session. Motion carried unanimously.

ADJOURN

Motion was made by Council Member Dunn and seconded by Council Member Little to adjourn the meeting at 8:45 p.m. Motion carried unanimously.

Respectfully submitted,

Patricia A. Sugg, CMC
Deputy City Clerk